

AMENDMENTS TO CLAIMS

Claims 1-36 (cancelled).

Claim 37 (new): A custom cosmetic dispensing method, comprising the steps of:

- a) providing a plurality of cosmetic ingredients in a plurality of dispensing containers each having a removable cap, and being positioned on a motor-driven translatable structure and housed in a computer controlled custom cosmetic dispensing apparatus at a retail point of sale; and
- b) actuating with at least one motor driven actuator controlled by the computer, at least two of the plurality of dispensing containers contained in a common housing for dispensing to a dispensing site at least two of the plurality of cosmetic ingredients to form at least one cosmetic formulation for at least one individual.

Claim 38 (new): A custom cosmetic dispensing method, comprising the steps of:

- a) dispensing at least one custom cosmetic formulation into a package using a custom cosmetic formulation dispenser at a retail point of sale; and
- b) storing information about the formulation; and
- c) using a radiofrequency identification system to retrieve information about the formulation.

Claim 39 (new): A custom cosmetic dispensing method, comprising the steps of:

- a) providing a plurality of cosmetic ingredients in a plurality of dispensing containers of dispensing apparatus, each of the plurality of dispensing containers being translatable for providing the plurality of cosmetic ingredients to at least one empty package, each of the plurality of dispensing containers configured as a syringe with a depressable plunger;
- b) actuating at least two of the plurality of dispensing containers for dispensing at least two of the plurality of cosmetic ingredients into the at least one empty package thereby forming a liquid cosmetic formulation in the package; and

c) securing a cap to package.

Claim 40 (new): The method of claim 37 further comprising the step of storing information about the formulation for subsequent retrieval by the individual.

Claim 41 (new): The method of claim 37 wherein the cosmetic formulation is a liquid cosmetic formulation.

Claim 42 (new): The method of claim 41, wherein the cosmetic is a lip gloss.

Claim 43 (new): The method of claim 37, wherein the actuating step includes depressing a plunger within at least two of the containers with a motor driven actuator for dispensing through a luer tip associated with the containers.

Claim 44 (new): The method of claim 43, further comprising rotating the translatable structure to bring the at least two ingredients containers in alignment with the actuator.

Claim 45 (new): The method of claim 40, wherein the information is stored on a medium that can be carried away by the individual.

Claim 46 (new): The method of claim 40, further comprising using a radiofrequency identification device to retrieve the stored information.

Claim 47 (new): The method of claim 37, further comprising analyzing a color choice presented by the user with a spectrophotometer.

Claim 48 (new): The method of claim 38, wherein the cosmetic formulation is a liquid cosmetic formulation.

Claim 49 (new): The method of claim 38, further comprising analyzing a color choice presented by the user with a spectrophotometer.

Claim 50 (new): The method of claim 39, wherein the cosmetic formulation is a lip gloss.

Claim 51 (new): The method of claim 39, wherein the cosmetic formulation is a nail polish.

Claim 52 (new): The method of claim 39, further comprising storing information about the formulation using a radiofrequency identification system that is transportable by an individual away from the retail point of sale.

Claim 53 (new): The method of claim 39, wherein the cosmetic formulation is a lip gloss and the method further comprises storing information about the formulation using a radiofrequency identification system that is transportable by an individual away from the retail point of sale.

Claim 54 (new): The method of claim 39, wherein the plurality of dispensing containers each contain a luer tip and are mounted on a rotatable structure for dispensing to a fixed location dispensing site.

Claim 55 (new): The method of claim 53, wherein the cap securing step is performed by the apparatus.

Claim 56 (new): The method of claim 53, wherein the plurality of packages include a brush applicator.